THAT WHICH IS CLAIMED IS:

1.   A method for receiving an order for a listing of a business in a business directory, the method comprising:

providing a Web site accessible by a customer; and

receiving a request from the customer at the Web site to place the order for the listing of the business in the business directory.

2.   The method of Claim 1 wherein the business directory is a classified business directory.

3.   The method of Claim 1 further comprising displaying to the customer at the Web site a solicitation to enhance the listing with at least one optional listing enhancement, wherein the at least one optional listing enhancement can be purchased with an associated fee.

4.   The method of Claim 3 further comprising receiving listing information from the customer at the Web site, wherein the listing information includes basic business information including a business name, a business address, and a business telephone number.

5.   The method of Claim 1 further comprising:

displaying at the Web site a list of available optional listing enhancements; and

receiving from the customer at the Web site a selection of at least one optional listing enhancement from the list of available optional listing enhancements.

6.   The method of Claim 1 further comprising receiving listing information from the customer at the Web site, the listing information including at least one of business market information, business category information and optional listing enhancement information relating to the placement and/or appearance of the listing in the business directory.

7.   The method of Claim 6 wherein the listing information further includes basic business information including a business name, a business address, and a business telephone number.

8.   The method of Claim 6 wherein the listing information includes business market information, the business market information including a region or market in which the customer wishes the business listing to appear.

9.   The method of Claim 6 wherein the listing information includes business category information, the business category information including at least one business category under which the customer wishes to list the business in the business directory.

10.   The method of Claim 9 wherein the business category information includes at least two categories under which the customer wishes to list the business in the business directory.

11.   The method of Claim 9 further comprising:
        displaying at the Web site a list of available business categories;
and
        receiving from the customer at the Web site a selection of a business category from the list of available business categories.

12.   The method of Claim 11 further comprising:
        displaying at the Web site a list of available business subcategories within the business category selected by the customer; and
        receiving from the customer at the Web site a selection of a business subcategory from the list of available business subcategories.

13.   The method of Claim 6 wherein the listing information includes optional listing enhancement information and the optional listing enhancement information includes graphical and/or textual indicia the customer wishes to appear

on the listing in the business directory, the graphical and/or textual indicia including at least one of a customer Web site link, a customer email link, enhanced text, listing highlighting, and a link to a supplemental listing.

14. The method of Claim 13 wherein the graphical and/or textual indicia includes a link to an enhanced listing, the method further including receiving supplemental information from the customer at the Web site that the customer wishes to be displayed when the link to the supplemental listing is accessed by a directory user.

15. The method of Claim 13 wherein the graphical and/or textual indicia includes enhanced text, the method further including receiving enhanced text information from the customer at the Web site that the customer wishes to appear on the listing in the business directory.

16. The method of Claim 1 further comprising receiving billing information from the customer at the Web site.

17. The method of Claim 1 further comprising generating a price quote for the business listing ordered by the customer and displaying the price quote to the customer at the Web site.

18. The method of Claim 17 wherein the step of generating the price quote includes calculating the price quote based on features requested by the customer to be included in the business listing.

19. The method of Claim 1 further comprising:

displaying a statement of terms and conditions to the customer at the Web site; and

receiving confirmation of acceptance of the terms and conditions from the customer at the Web site.

20.   The method of Claim 1 further comprising generating an order confirmation and displaying the order confirmation to the customer at the Web site.

21.   The method of Claim 1 wherein the order serves to provide enhancements to an existing business listing in the business directory.

22.   The method of Claim 1 wherein the business directory is an online business directory.

23.   The method of Claim 1 further comprising sending the customer an email including information regarding the order for the listing in the business directory.

24.   The method of Claim 1 wherein the business directory is a classified business directory, the method further comprising:

receiving listing information from the customer at the Web site, the listing information including:

basic business information including a business name, a business address, and a business telephone number; and

at least one of business market information, business category information and optional listing enhancement information relating to the placement and/or appearance of the listing in the classified business directory;

receiving billing information from the customer at the Web site;

generating a price quote for the business listing ordered by the customer and displaying the price quote to the customer at the Web site, the step of generating the price quote including calculating the price quote based on features requested by the customer to be included in the business listing; and

generating an order confirmation and displaying the order confirmation to the customer at the Web site.

25.   The method of Claim 24 wherein the listing information includes business market information, the business market information including a region or market in which the customer wishes the business listing to appear.

26.   The method of Claim 24 wherein the listing information includes business category information, the business category information including at least one business category under which the customer wishes to list the business in the classified business directory.

27.   The method of Claim 24 wherein the listing information includes optional listing enhancement information and the optional listing enhancement information includes graphical and/or textual indicia the customer wishes to appear on the listing in the classified business directory, the graphical and/or textual indicia including at least one of a customer Web site link, a customer email link, enhanced text, listing highlighting, and a link to a supplemental listing.

28.   The method of Claim 24 wherein the classified business directory is an online classified business directory.

29.   A system for receiving an order for a listing of a business in a business directory, the system comprising:
          a Web site accessible by a customer; and
          means for receiving a request from the customer at the Web site to place the order for the listing of the business in the business directory.

30.   The system of Claim 29 wherein the business directory is a classified business directory.

31.   The system of Claim 29 further comprising means for displaying to the customer at the Web site a solicitation to enhance the listing with at least one optional listing enhancement, wherein the at least one optional listing enhancement can be purchased with an associated fee.

32.   The system of Claim 31 further comprising means for receiving listing information from the customer at the Web site, wherein the listing information includes basic business information including a business name, a business address, and a business telephone number.

33.   The system of Claim 29 further comprising:
        means for displaying at the Web site a list of available optional listing enhancements; and
        means for receiving from the customer at the Web site a selection of at least one optional listing enhancement from the list of available optional listing enhancements.

34.   The system of Claim 29 further comprising means for receiving listing information from the customer at the Web site, the listing information including at least one of business market information, business category information and optional listing enhancement information relating to the placement and/or appearance of the listing in the business directory.

35.   The system of Claim 34 wherein the listing information further includes basic business information including a business name, a business address, and a business telephone number.

36.   The system of Claim 34 wherein the listing information includes business market information, the business market information including a region or market in which the customer wishes the business listing to appear.

37.   The system of Claim 34 wherein the listing information includes business category information, the business category information including at least one business category under which the customer wishes to list the business in the business directory.

38.   The system of Claim 37 wherein the business category information includes at least two categories under which the customer wishes to list the business in the business directory.

39.   The system of Claim 37 further comprising:

        means for displaying at the Web site a list of available business categories; and

        means for receiving from the customer at the Web site a selection of a business category from the list of available business categories.

40.   The system of Claim 39 further comprising:

        means for displaying at the Web site a list of available business subcategories within the business category selected by the customer; and

        means for receiving from the customer at the Web site a selection of a business subcategory from the list of available business subcategories.

41.   The system of Claim 34 wherein the listing information includes optional listing enhancement information and the optional listing enhancement information includes graphical and/or textual indicia the customer wishes to appear on the listing in the business directory, the graphical and/or textual indicia including at least one of a customer Web site link, a customer email link, enhanced text, listing highlighting, and a link to a supplemental listing.

42.   The system of Claim 41 wherein the graphical and/or textual indicia includes a link to an enhanced listing, the system further including means for receiving supplemental information from the customer at the Web site that the customer wishes to be displayed when the link to the supplemental listing is accessed by a directory user.

43.   The system of Claim 41 wherein the graphical and/or textual indicia includes enhanced text, the system further including means for receiving enhanced text information from the customer at the Web site that the customer wishes to appear on the listing in the business directory.

44.   The system of Claim 29 further comprising means for receiving billing information from the customer at the Web site.

45.   The system of Claim 29 further comprising means for generating a price quote for the business listing ordered by the customer and displaying the price quote to the customer at the Web site.

46.   The system of Claim 45 wherein the means for generating the price quote includes means for calculating the price quote based on features requested by the customer to be included in the business listing.

47.   The system of Claim 29 further comprising:
       means for displaying a statement of terms and conditions to the customer at the Web site; and
       means for receiving confirmation of acceptance of the terms and conditions from the customer at the Web site.

48.   The system of Claim 29 further comprising means for generating an order confirmation and displaying the order confirmation to the customer at the Web site.

49.   The system of Claim 29 wherein the order serves to provide enhancements to an existing business listing in the business directory.

50.   The system of Claim 29 wherein the business directory is an online business directory.

51.   The system of Claim 29 further comprising means for sending the customer an email including information regarding the order for the listing in the business directory.

52.   The system of Claim 29 wherein the business directory is a classified business directory, the system further comprising:

means for receiving listing information from the customer at the Web site, the listing information including:

basic business information including a business name, a business address, and a business telephone number; and

at least one of business market information, business category information and optional listing enhancement information relating to the placement and/or appearance of the listing in the classified business directory;

means for receiving billing information from the customer at the Web site;

means for generating a price quote for the business listing ordered by the customer and displaying the price quote to the customer at the Web site, wherein the means for generating the price quote includes means for calculating the price quote based on features requested by the customer to be included in the business listing; and

means for generating an order confirmation and displaying the order confirmation to the customer at the Web site.

53.   The system of Claim 52 wherein the listing information includes business market information, the business market information including a region or market in which the customer wishes the business listing to appear.

54.   The system of Claim 52 wherein the listing information includes business category information, the business category information including at least one business category under which the customer wishes to list the business in the classified business directory.

55.   The system of Claim 52 wherein the listing information includes optional listing enhancement information and the optional listing enhancement information includes graphical and/or textual indicia the customer wishes to appear on the listing in the classified business directory, the graphical and/or textual

indicia including at least one of a customer Web site link, a customer email link, enhanced text, listing highlighting, and a link to a supplemental listing.

56.   The system of Claim 52 wherein the classified business directory is an online classified business directory.

57.   A computer program product for receiving an order for a listing of a business in a business directory, the computer program product comprising:

a computer readable storage medium having computer readable program code embodied in the medium, the computer readable program code comprising:

computer readable program code configured to provide a Web site accessible by a customer; and

computer readable program code configured to receive a request from the customer at the Web site to place the order for the listing of the business in the business directory.

58.   The computer program product of Claim 57 wherein the business directory is a classified business directory.

59.   The computer program product of Claim 57 further comprising computer readable program code configured to display to the customer at the Web site a solicitation to enhance the listing with at least one optional listing enhancement, wherein the at least one optional listing enhancement can be purchased with an associated fee.

60.   The computer program product of Claim 59 further comprising computer readable program code configured to receive listing information from the customer at the Web site, wherein the listing information includes basic business information including a business name, a business address, and a business telephone number.

61.   The computer program product of Claim 57 further comprising:

computer readable program code configured to display at the Web site a list of available optional listing enhancements; and

computer readable program code configured to receive from the customer at the Web site a selection of at least one optional listing enhancement from the list of available optional listing enhancements.

62.   The computer program product of Claim 57 further comprising computer readable program code configured to receive listing information from the customer at the Web site, the listing information including at least one of business market information, business category information and optional listing enhancement information relating to the placement and/or appearance of the listing in the business directory.

63.   The computer program product of Claim 62 wherein the listing information further includes basic business information including a business name, a business address, and a business telephone number.

64.   The computer program product of Claim 62 wherein the listing information includes business market information, the business market information including a region or market in which the customer wishes the business listing to appear.

65.   The computer program product of Claim 62 wherein the listing information includes business category information, the business category information including at least one business category under which the customer wishes to list the business in the business directory.

66.   The computer program product of Claim 65 wherein the business category information includes at least two categories under which the customer wishes to list the business in the business directory.

67.   The computer program product of Claim 65 further comprising:

computer readable program code configured to display at the Web site a list of available business categories; and

computer readable program code configured to receive from the customer at the Web site a selection of a business category from the list of available business categories.

68.   The computer program product of Claim 67 further comprising:

computer readable program code configured to display at the Web site a list of available business subcategories within the business category selected by the customer; and

computer readable program code configured to receive from the customer at the Web site a selection of a business subcategory from the list of available business subcategories.

69.   The computer program product of Claim 62 wherein the listing information includes optional listing enhancement information and the optional listing enhancement information includes graphical and/or textual indicia the customer wishes to appear on the listing in the business directory, the graphical and/or textual indicia including at least one of a customer Web site link, a customer email link, enhanced text, listing highlighting, and a link to a supplemental listing.

70.   The computer program product of Claim 69 wherein the graphical and/or textual indicia includes a link to an enhanced listing, the computer program product further including computer readable program code configured to receive supplemental information from the customer at the Web site that the customer wishes to be displayed when the link to the supplemental listing is accessed by a directory user.

71.   The computer program product of Claim 69 wherein the graphical and/or textual indicia includes enhanced text, the computer program product further including computer readable program code configured to receive enhanced text information from the customer at the Web site that the customer wishes to appear on the listing in the business directory.

72.   The computer program product of Claim 57 further comprising computer readable program code configured to receive billing information from the customer at the Web site.

73.   The computer program product of Claim 57 further comprising computer readable program code configured to generate a price quote for the business listing ordered by the customer and display the price quote to the customer at the Web site.

74.   The computer program product of Claim 73 wherein computer readable program code configured to generate the price quote includes computer readable program code configured to calculate the price quote based on features requested by the customer to be included in the business listing.

75.   The computer program product of Claim 57 further comprising:
        computer readable program code configured to display a statement of terms and conditions to the customer at the Web site; and
        computer readable program code configured to receive confirmation of acceptance of the terms and conditions from the customer at the Web site.

76.   The computer program product of Claim 57 further comprising computer readable program code configured to generate an order confirmation and display the order confirmation to the customer at the Web site.

77.   The computer program product of Claim 57 wherein the order serves to provide enhancements to an existing business listing in the business directory.

78.   The computer program product of Claim 57 wherein the business directory is an online business directory.

79.   The computer program product of Claim 57 further comprising computer readable program code configured to send the customer an email including information regarding the order for the listing in the business directory.

80.   The computer program product of Claim 57 wherein the business directory is a classified business directory, the computer program product further comprising:

computer readable program code configured to receive listing information from the customer at the Web site, the listing information including:

basic business information including a business name, a business address, and a business telephone number; and

at least one of business market information, business category information and optional listing enhancement information relating to the placement and/or appearance of the listing in the classified business directory;

computer readable program code configured to receive billing information from the customer at the Web site;

computer readable program code configured to generate a price quote for the business listing ordered by the customer and display the price quote to the customer at the Web site, the computer readable program code configured to generate the price quote including computer readable program code configured to calculate the price quote based on features requested by the customer to be included in the business listing; and

computer readable program code configured to generate an order confirmation and display the order confirmation to the customer at the Web site.

81.   The computer program product of Claim 80 wherein the listing information includes business market information, the business market information including a region or market in which the customer wishes the business listing to appear.

82.   The computer program product of Claim 80 wherein the listing information includes business category information, the business category information including at least one business category under which the customer wishes to list the business in the classified business directory.

83.   The computer program product of Claim 80 wherein the listing information includes optional listing enhancement information and the optional listing enhancement information includes graphical and/or textual indicia the customer wishes to appear on the listing in the classified business directory, the graphical and/or textual indicia including at least one of a customer Web site link, a customer email link, enhanced text, listing highlighting, and a link to a supplemental listing.

84.   The computer program product of Claim 80 wherein the classified business directory is an online classified business directory.